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SUBJECT: MANITOBA DAY IN LOS ANGELES

1. The Canadian Consul General in Los Angeles, Colin Robertson, hosted a broad Manitoba trade mission led by Premier Gary Doer as a part of the Consulate's Canada Day celebrations. The trade mission included announcements of several important business deals and entertainment ventures. The most surprising announcement was a contract for the sale of over 1 million pounds of Manitoban carrots (from leading produce trader Peak of the Market) to Western Veg-Produce of Bakersfield. Peak of the Market CEO Larry McIntosh told Consul that he couldn't believe he was selling carrots to California, a traditional carrot exporter. Maple Leaf Distillers also announced plans to expand its distribution system to provide spirits and liqueurs (worth some \$20 million annually) to some 2000 outlets in California.

2. On the entertainment front, Manitoba bands were highlighted at a top L.A. club in a "Manitoba Sound Night" featuring Holly McNarland, Doc Walker, McMaster and James, and Waking Eyes. And one of Winnipeg's most famous citizens, "Let's Make A Deal" host Monty Hall, was honored for his charity work by Manitoba Lt. Governor Peter Liba with the Order of Manitoba.

3. Among the business deals announced were the opening of a Los Angeles office by Frantic Films, a film and TV production and post-production firm, and a cooperative production agreement between the Manitoba Theatre Center and the Rubicon Theater in Ventura, which includes an exchange of productions between the theaters as well as the co-production of a Eugene O'Neill play. Winnipeg-based John Aaron Productions announced plans with two other U.S. film producers for cross-border productions of several films, including "American Woman," about Winnipeg's own rock band, "the Guess Who."

4. COMMENT: Provincial and city officials realize that the U.S. presents the greatest opportunities for economic growth, but also that the lack of awareness in the U.S. about Winnipeg and Manitoba is among their greatest obstacles. Events such as "Manitoba Day" are less about sales but rather represent a concerted effort to raise the profile of the region as a business and investment destination. End comment.